<u>CLAIM AMENDMENT(S)</u>

Listing of Claims:

1.   (Currently Amended) A <u>computer implemented</u> method ~~of~~ <u>comprising:</u>

creating ~~a relevancy~~ <u>an enhanced popularity</u> score for <u>a piece of</u> information ~~using a score~~ based on inflation factors applied to ~~previous~~ uses <u>of the piece of information,</u> wherein the inflation factors weigh ~~newer previous~~ <u>more recent</u> uses <u>of the piece of information</u> more heavily than older ~~previous~~ uses <u>of the piece of information.</u>

2.   (Canceled)

3.   (Currently Amended) A <u>computer implemented</u> method ~~of~~ <u>comprising:</u>

<u>receiving a request from a user to search a collection of information;</u>

<u>determining a result</u> ~~returning results from a~~ <u>of the</u> search ~~of a collection of information~~ consisting of ranking the results based on an enhanced popularity score, wherein the enhanced popularity score <u>for a piece of information</u> weighs more heavily a newer use <u>for the piece</u> of information that an older use <u>for the piece</u> of information<u>; and</u>

<u>sending the result to the user</u>.

4.   (Currently Amended) The <u>computer implemented</u> method of claim 3 wherein said enhanced popularity score is created using adaptive inflation scoring.

5.   (Currently Amended) The <u>computer implemented</u> method of claim 3 wherein said enhanced popularity score is created using blended inflation scoring.

6.   (Currently Amended) A database containing indexed information further containing an enhanced popularity score related to information contained in the database, wherein the enhanced popularity score <u>for a piece of information</u> weighs more heavily a newer use <u>for the piece</u> of information that an older use <u>for the piece</u> of information.

7.   (Original) The database of claim 6 wherein said information is a representation of data available over the Internet.

8.   (Original) The database of claim 6 wherein said information is discrete data which is wholly contained in said database.

9.   (Currently Amended) A computer implemented method of generating an enhanced popularity score comprising:

    ~~tracking~~ collecting ~~the~~ a use history for a piece of information; ~~and~~

    creating a modified use history by applying a time decay rate to each use in said use history ~~to create said enhanced popularity score~~, wherein the time decay rate produces a value greater for a newer use of the piece of information that an older use of the piece of information; and

    generating the enhanced popularity score for the piece of information based on the modified use history.

10.   (Currently Amended) The computer implemented method of claim 9, wherein said time decay rate is modified based on the historical use of ~~a particular~~ the piece of information.

11.   (Currently Amended) The computer implemented method of claim 9, wherein said enhanced popularity score is adjusted based on assessing actual use rate of said piece of information against expected use rate.

12.   (Currently Amended) The computer implemented method of claim 10, wherein said historical use is stored as a static value, wherein said static value may be adjusted periodically.

13.   (Currently Amended) The computer implemented method of claim 10, wherein said historical use is reassessed dynamically.

14.   (Currently Amended) The ~~computer implemented~~ method of claim 9, wherein said time decay rate is modified dynamically based on the rate of use of said information.

15.   (Currently Amended) A method ~~of generating an enhanced popularity score~~ comprising:

  assigning at least a high use time decay rate and a low use time decay rate to <u>a</u>
    <u>piece of</u> information;

  tracking ~~the~~ <u>a</u> use history of said <u>piece of</u> information;

  generating at least two hypothetical enhanced popularity scores based on said use
    history and said high and low use time decay rates, wherein the time decay
    rates produce a value greater for a newer use of <u>said piece of</u> information that
    an older use of <u>said piece of</u> information; and

  <u>generating an enhanced popularity score for said piece of information by</u> applying
    a weighting factor to said hypothetical scores ~~to create said enhanced~~
    ~~popularity score~~.

16.   (Currently Amended) The method of claim 15 wherein said weighting factor is based on the actual rate of use of the <u>piece of</u> information.

17.   (Currently Amended) The method of claim 16 wherein said enhanced popularity score is adjusted based on assessing actual use rate of said <u>piece of</u> information against and expected use rate.

18.   (Currently Amended) The method of claim 16 wherein said <u>piece of</u> information is a website and said rate of use is the traffic to said website.

19.   (Original) The method of claim 18 wherein said traffic to said website is an estimated value.

20.   (Currently Amended) A method of using checksum coding, consisting of:

  placing a time and date code in a call to a tracking website; and

reviewing the time and date code at the tracking website to determine whether to

account for the website call in an enhanced ~~population~~ popularity score,

wherein the enhanced popularity score weighs more heavily a newer use of a

piece of information that an older use of the piece of information.

21.   (Original) The method of claim 20 wherein said step of determining whether to account for the website call comprises determining the time elapsed from the time said time and date code was generated.

22.   (Currently Amended) A system for use at a website that tracks usage of other websites selected from a search results list comprising:

        code to check for a time and date code;

        code to determine how much time has elapsed since said time and date code was
                generated; and

        code to determine whether to track the use of a selected website for an enhanced
                popularity score based on the amount of time that has elapsed since said time
                and date code was generated, wherein the enhanced popularity score weighs
                more heavily a newer use of a piece of information that an older use of the
                piece of information.

23.   (Original) The system of claim 22 wherein said code to determine whether to track the use of a selected website allows a user to define the amount of time used for the determination.

24.   (Previously Amended) An information tracking system that receives a request to display user selected information comprising:

        a memory for storing information regarding said request; and

        a program for modifying an enhanced popularity score associated with said selected information based on receipt of said request, wherein the enhanced popularity score weighs more heavily a newer use of said selected information that an older use of said selected information.

25.   (Original) The information tracking system of claim 24 wherein said selected information is a link to a website.

26.   (Original) The information tracking system of claim 24 further comprising a program for checking said request to determine whether it should be used to modify said enhanced popularity score.

27.   (Original) The information tracking system of claim 26, wherein said program for checking said request, comprises reviewing a time and date code in said request and determining whether a preset time has past since the generation of said time and date code.